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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

		Application Number	10/066,794
		Filing Date	February 6, 2002
		First Named Inventor	Phillip Hyun
		Group Art Unit	2176
		Examiner Name	Not Yet Assigned
Total Number of Pages in This Submission		Attorney Docket Number	300.257

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below)
Remarks <hr/> PTO Form SB-08A with four cited references		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual Name	FULBRIGHT & JAWORSKI L.L.P. Steven M. War
Signature	
Date	14 MAY 2002



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Docket No.: 300.257
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Phillip Hyun

Application No.: 10/066,794

Group Art Unit: 2176

Filed: February 6, 2002

Examiner: Not Yet Assigned

For: **SYSTEM FOR AND METHOD OF
COMPUTER CONTROLLED MEDIA
BUYING PROGRAM**

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INFORMATION DISCLOSURE STATEMENT (IDS)

Commissioner for Patents
Washington, DC 20231

Dear Sir:

Pursuant to 37 CFR 1.56, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08A. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

Applicant believe this Information Disclosure Statement is filed before the mailing of a first Office Action on the merits as set forth in 37 CFR 1.97(b), and that no certification or fee is required.

A copy of each reference on PTO/SB/08A is attached.

A concise explanation of relevance of the items listed on form PTO/SB/08 is:

[X] not given

[] given for each listed item

[] given for only non-English language listed items

[] in the form of an English language copy of a Search Report from a foreign patent office, issued in a counterpart application, which refers to the relevant portions of the references

While the information and references disclosed in this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such. Note that as shown by the attached hard copies of www.donovandata.com, www.encodasystems.com, and www.zaplet.com, these hard copies were printed on May 6, 2002, three months after the filing of the 10/066,794 application. Applicant believes the information described on these websites was publicly available at least at the time of the filing of this application and for an unknown time prior to that. Applicant has no first-hand knowledge as to when this information became available.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Commissioner is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith to our Deposit Account No. 06-2375, under Order No. 550.001/10105309. A duplicate copy of this paper is enclosed.

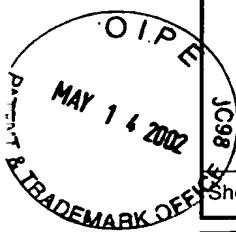
Dated: May 14, 2002

Respectfully submitted,

By Steven M. War
Steven M. War

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Substitute for form 1449A/PTO				Complete if Known	
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				First Named Inventor	Phillip Hyun
				Art Unit	2176
				Examiner Name	Not Yet Assigned
Sheet	1	of	1	Attorney Docket Number	300.257

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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FOREIGN PATENT DOCUMENTS					
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¹Applicant's unique citation designation number (optional). ²See attached Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS					
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	CC	http://www.edventure.com			
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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